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Akira Sato

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EXAMINER

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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/595,030	<b>Applicant(s)</b> SATO ET AL.	
	<b>Examiner</b> JAMES HWA	<b>Art Unit</b> 2163	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 28 January 2008.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-11 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-11 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## **DETAILED ACTION**

1. Applicant has amended claims 1, 3-6 and 8-9 in the amendment filed on 01/28/2008. New claim 11 has added. Claims 1-11 are pending in this Office Action.

### **Response to Arguments**

2. Applicant's arguments with respect to claims 1-10 rejections have been fully considered but not persuasive.

Applicant argued that, Johnson does not disclose “the displayed information would be registered in a different way by a tool corresponding to each type of information” and “the drag-and- drop operation” in independent claims 1, 4 and 9 .

The Examiner respectfully disagrees.

In response to applicant arguments, Johnson teaches each supplier provides business rules for how that supplier transacts business with users, roles for administering the business as it appears and occurs to a user of the supply chain, templates for integrating business rules and roles especially for on-line interactions with the Supplier as presented to users of the electronic supply chain. In this way, disparate business methods of a plurality of supply chain partners appear as one while retaining their individuality as business enterprises. This results in a robust supply chain that is easily adapted to changing business paradigms and is easy to use because of the integrity and consistency imposed by the Supplier Portal while users have a choice of suppliers providing different features because they can incorporate their differing ways of doing business (page 17, paragraph 0500).

Suppliers need to present their catalog items in different ways to different customers to meet marketplace requirements. Standards bodies are setting the standards by which product item data is structured, formatted, and defined. Different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0026-0027). In addition to the default approval roles, the Supplier Portal application can implement any additional approval roles for use with an organization's catalog content approval process workflows (page 8, paragraph 0236). (E.g. for default setting, user does not need to do self-author user configurations).

Effective catalog content management allows an organization to import and create rich electronic catalog content. This includes the ability to offer detailed product text and images to an organization and its users (page 3, paragraph 0047).

To Group by a particular field, dragging and dropping a column heading into a Drag a column, e.g., textbox, to group the items by a specific column (criteria). Changing the order of the display of the fields, by selecting a desired column, dragging it to a desired location and dropping it. A red handle bar displays after the user selects the desired column and begins to move it to the desired location (page 14, paragraph 0414-0417).

For the above reason, examiner believed that rejection of the last office action was proper.

### **Claim Rejections - 35 USC § 101**

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefore, subject to the conditions and requirements of the title.

3. Claim 11 is rejected under 35 U.S.C.101 because the language of the claim raises a question as to whether the claim is directed merely to an abstract idea that is not tied to a technological art, environment or machine which would result in a practice application producing a concrete, useful, and tangible result to form the basis of statutory subject matter under 35 U.S.C 101.

The claim 11 lacks the necessary physical articles or objects or hardware to constitute a machine or a manufacture within the meaning of 35 USC 101. They are clearly not a series of steps or acts to be a process nor are they a combination of chemical compounds to be a composition of matter. As such, it fails to fall within a statutory category. It is, at best, functional descriptive material *per se*.

Descriptive material can be characterized as either “functional descriptive material” or “nonfunctional descriptive material.” Both types of “descriptive material” are nonstatutory when claimed as descriptive material *per se*, 33 F.3d at 1360, 31 USPQ2d at 1759. When functional descriptive material is recorded on some computer-readable medium, it becomes structurally and functionally interrelated to the medium and will be statutory in most cases since use of technology permits the function of the descriptive material to be realized. Compare *In re Lowry*, 32 F.3d 1579, 1583-84, 32 USPQ2d 1031, 1035 (Fed. Cir. 1994)

Merely claiming nonfunctional descriptive material, i.e., abstract ideas stored on a computer-readable medium, in a computer, or on an electromagnetic carrier signal, do not make it statutory. See *Diehr*, 450 U.S. at 185-86, 209 USPQ at 8 (noting that the

claims for an algorithm in *Benson* were unpatentable as abstract ideas because “[t]he sole practical application of the algorithm was in connection with the programming of a general purpose computer.”).

### **Claim Rejections - 35 USC § 112**

The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

4. Claims 1-11 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter, which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. The newly added independent claims 1, 4, 9 and 11 contain new matter. In the claimed limitation "displayed information which, without the common registration area" is not disclosed in the specification.

### **Claim Rejections - 35 USC § 102**

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

5. Claims 1-11 are rejected under 35 U.S.C. 102(e) as being anticipated by Johnson et al. (US Patent Application No. 2005/0251409 A1, hereinafter "Johnson").

As to claim 1, Johnson teaches the claimed limitations:

"An information registration device" as definition standards to be able to register the product data items in external data pools such as UCCnet (page 6, paragraph 0152).

"A display unit displaying a screen including a common registration area for registering a plurality of types of displayed information which, without the common registration area, would be registered in a different way by a tool corresponding to each type of information as unclassified information" as a supplier registration form (see figure 2). In the Input step, the supplier chooses from the various types of input the supplier can import (page 5, paragraph 0122).

Suppliers need tools that allow users with different roles and tasks to work on the same system at the same time, and even on the same task. Suppliers need to present their catalog items in different ways to different customers to meet marketplace requirements. Standards bodies are setting the standards by which product item data is structured, formatted, and defined. Different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0023-0027).

In addition to the default approval roles, the Supplier Portal application can implement any additional approval roles for use with an organization's catalog content

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approval process workflows (page 8, paragraph 0236). (E.g. for default setting, user does not need to do self-author user configurations).

Effective catalog content management allows an organization to import and create rich electronic catalog content. This includes the ability to offer detailed product text and images to an organization and its users (page 3, paragraph 0047).

“A registration unit registering specified information in a storage unit as the unclassified information when a user performs a drag-and-drop operation of specifying arbitrary information on the screen and moving the information in the registration area” as the function provides a central location for creating and maintaining supplier product views, supplier accounts, catalog content approval workflows, and to enter the supplier registration information (page 8, paragraph 0246). The function allows the user to enter the supplier identification information needed to allow a supplier to register in the application (page 8, paragraph 0253).

What data formatting and definition standards to comply with in order to be able to register the product data items in external data pools (page 6, paragraph 0152).

The supplier user profile provides a user full access to all the available functions within the Password Maintenance, Import Items, Add/Enter Item, Edit/Change/Modify Items, Deleted Items, Catalog Navigation, and Edit/Registration Form options of the Master Maintenance Menu page (page 7, paragraph 0216).

To Group by a particular field, dragging and dropping a column heading into a Drag a column, e.g., textbox, to group the items by a specific column (criteria). Changing the order of the display of the fields, by selecting a desired column, dragging



it to a desired location and dropping it. A red handle bar displays after the user selects the desired column and begins to move it to the desired location (page 14, paragraph 0414-0417).

As to claim 2, Johnson teaches the claimed limitations:

“An access unit accessing the plurality of types of information registered as the unclassified information in timing different from a process of said registration unit, wherein said display unit displays a reading screen of the unclassified information, and the access unit classifies the unclassified information for each category, according to a user's instruction” as different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0026).

to maximize control of the presentation of up-to-date, complete and accurate catalog information to customers, suppliers need direct and timely access to their catalog information as well as user friendly tools that allow them to add, find, modify, quality control and delete their product information (page 1, paragraph 0016).

The invention provides suppliers with a supplier portal comprising a system and method for an ecatalog Supplier Portal comprising tools and direct access they need to self author their catalog information throughout the production lifecycle for rich content data items (page 2, paragraph 0034). The module allows users to print reports, view reports as a display screen, or export report data to a file for use with external applications (page 3, paragraph 0054).

As to claim 3, Johnson teaches the claimed limitations:

“the plurality of types of displayed information include a network address or a text of information in a digital network, a file in a local disk, or an icon on the screen” as the elements in a user account include: user name, id, password, email address, phone, fax, credit card number, and the user groups to which the user is assigned (page 9, paragraph 0282). A go to page section which includes arrow icons that goes to the first and last records in the screen (page 11, paragraph 0327).

As to claim 4, Johnson teaches the claimed limitations:

“A computer-readable storage medium on which is recorded a program for enabling a computer to execute a process” as a media process that will allow the parties to communicate via electronic data transfers (page 1, paragraph 0005).

“Displaying a screen including a common registration area for registering a plurality of types of displayed information which, without the common registration area, would be registered in a different way by a tool corresponding to each type of information as unclassified information” as a supplier registration form (see figure 2). In the Input step, the supplier chooses from the various types of input the supplier can import (page 5, paragraph 0122).

Suppliers need tools that allow users with different roles and tasks to work on the same system at the same time, and even on the same task. Suppliers need to present their catalog items in different ways to different customers to meet marketplace

requirements. Standards bodies are setting the standards by which product item data is structured, formatted, and defined. Different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0023-0027).

Effective catalog content management allows an organization to import and create rich electronic catalog content. This includes the ability to offer detailed product text and images to an organization and its users (page 3, paragraph 0047).

“Registering specified information in a storage unit as the unclassified information when a user performs a drag and-drop operation of specifying arbitrary information on the screen and moving the information in the registration area” as the function provides a central location for creating and maintaining supplier product views, supplier accounts, catalog content approval workflows, and to enter the supplier registration information (page 8, paragraph 0246).

The function allows the user to enter the supplier identification information needed to allow a supplier to register in the application (page 8, paragraph 0253). What data formatting and definition standards to comply with in order to be able to register the product data items in external data pools (page 6, paragraph 0152).

To Group by a particular field, dragging and dropping a column heading into a Drag a column, e.g., textbox, to group the items by a specific column (criteria). Changing the order of the display of the fields, by selecting a desired column, dragging it to a desired location and dropping it. A red handle bar displays after the user selects

the desired column and begins to move it to the desired location (page 14, paragraph 0414-0417).

A storage unit (see elements 155 and 160 of figure 1).

As to claim 5, Johnson teaches the claimed limitations:

“The computer registers screen objects including a network address or a text of information in a digital network, a file in a local disk, or an icon, on the screen as the unclassified information” as FIG. 2 illustrates Supplier Registration Profile (page 4, paragraph 0084), objects including home page, HTTP address, email address and order attachments etc. FIG. 3 illustrates upload data file screen.

The elements in a user account include: user name, id, password, email address, phone, fax, credit card number, and the user groups to which the user is assigned (page 9, paragraph 0282). A go to page section, which includes arrow icons that go to the first and last records in the screen (page 11, paragraph 0327; see also element 440 of figure 4).

As to claim 6, Johnson teaches the claimed limitations:

“When the specified information coincides with already registered information, the computer accepts the specified information by handling the already registered information as an entity for presenting rank of an unclassified information recommendation or a registration tendency of the specified information and outputs no inquiry message to the user” as the user enters a keyword(s) to find all the classes/items

with names that contain the keyword(s) as entered. The Edit/Change/Modify Items page search results (page 12, paragraph 0368; see also figure 6).

A Keyword Search Results page is displayed, which lists product categories as well as products matching search criteria. The Item Matches table displayed in the bottom half of the page lists each product matching the search criteria, i.e., the at least one keyword entered by the user (page 14, paragraph 0432; see also figure 12).

The User selects a column heading link to access options for sorting product records or filtering based on a specific criteria or hiding an available column. The Common Features section 1410 lists any functions that all the displayed products have in common (page 15, paragraph 0436; see also element 1320 of figure 13 or element 1410 of figure 14).

As to claim 7, Johnson teaches the claimed limitations:

“Wherein even when the specified information could not be registered, the computer performs no error indication accompanying an interaction with the user” as a Supplier Portal may take into consideration the following fields, Supplier ID, SupplierSKU, Cost, and unit of measure of each record to identify the exact record and make the appropriate corrective action. If any of these fields individually or combined do not match that of an existing record then that item gets rejected. The user can download the rejected records, fix them and re-upload them as a new file (page 11, paragraph 0344).

Supplier Portal allows the user to classify a product record with errors, but does not allow the user to add a product record with errors to the application (page 10, paragraph 0319).

The Short Description Setup page allows the user to decide whether or not the user wants to use the default pattern for creating a short description (i.e., the base attributes listed), or create their own pattern. If they want the default pattern, they select the Skip box (e.g. no error indication) (page 16, paragraph 0460).

As to claim 8, Johnson teaches the claimed limitations:

“Accessing the plurality of types of information registered as the unclassified information in timing different from the registering the specified information” as different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0026). The item fields change based on the node where the item is classified (page 13, paragraph 0373).

to maximize control of the presentation of up-to-date, complete and accurate catalog information to customers, suppliers need direct and timely access to their catalog information as well as user friendly tools that allow them to add, find, modify, quality control and delete their product information (page 1, paragraph 0016).

The system and method for a Supplier Portal allows suppliers to leverage immediate access to their product information or a typical e-catalog system, with just a

standard web browser. Security rules can limit supplier access to just the product information that pertains to their business (page 2, paragraph 0044).

“Displaying a reading screen of the unclassified information array in order of registration time” as if the incoming product information is not in a supported file format, the user selects the Display Excel Template link to display the supported file format template. An Excel spreadsheet with the template to be used for loading the data is displayed. The template contains at least the following data item fields: product id, project id, supplier SKU #, supplier id, supplier name, UPC code, supplier short description (page 10, paragraph 0305). Establishing a schedule with owners and suppliers to ensure delivery of their updated content on a regular basis, consistent with predefined timelines (page 4, paragraph 0061).

Respond to the confirmation message that displays by selecting yes. A Download Error List spreadsheet is displayed listing each error and the error message (page 10, paragraph 0315).

“Classifying the unclassified information for each category, according to a user' instruction” as suppliers need tools to help them classify product data items, and extract meaningful values for the product attributes (page 2, paragraph 0021).

The Classify step highlights the self-authoring options available to the supplier to place the incoming data items into the proper place in the classification tree (page 5, paragraph 0139). Providing User-defined multiple levels of security and authorizations which reflect the terms and conditions of underlying business contracts (page 4, paragraph 0065).

Auto-recognition process of the Supplier Portal automatically classify each listed product, the user selects the Auto ID option. Using an extensive knowledgebase of sophisticated recognition rules, the auto-recognition process analyzes the description and attributes fields of each product to determine which class a product most likely belongs to. For each product, the Class Determined column displays the class assigned to a product by the Supplier Portal (page 11, paragraph 0330).

As to claim 9, Johnson teaches the claimed limitations:

“A computer-readable storage medium on which is recorded a program for enabling a computer to execute a process” as a media process that will allow the parties to communicate via electronic data transfers (page 1, paragraph 0005).

Johnson further teaches organization of catalog content makes it feasible to quickly manage large quantities of catalog content on an ongoing basis, including enabling a hierarchical structure for grouping products (page 3, paragraph 0048).

“Storing arbitrary information in a first storage unit storing information classified for each category, when a user performs an operation of specifying a category and registering the information” as how the data moves as the process takes place, including classifying the rationalized data (page 6, paragraph 0173). Moving the approved data from the temporary storage to a final storage area. Selecting data stored in the final storage area to be published to at least one target selected from the group consisting of catalog, data pool, and ERP system (page 6, paragraph 0177 - 0178).



Johnson further teaches delivery of effective catalog content separates content data from layout and allows non-technical, business users to publish catalog content without the involvement of a third-party provider's technical staff (page 3, paragraph 0050).

“Storing specified information in a second storage unit collectively storing unclassified information when a user performs a drag-and-drop operation of specifying arbitrary information and moving the information in a common registration area for registering a plurality of types of different information as the unclassified information; and wherein, without the common registration area, said plurality of types of different information would be registered in a different way by a tool corresponding to each type of information” as storing the data in a temporary storage area to await quality control. Approving the quality of at least some of the data stored in the temporary storage (page 6, paragraph 0175 - 0176).

A supplier registration form (see figure 2). In the Input step, the supplier chooses from the various types of input the supplier can import (page 5, paragraph 0122).

Each supplier provides business rules for how that supplier transacts business with users, roles for administering the business as it appears and occurs to a user of the supply chain, templates for integrating business rules and roles especially for on-line interactions with the Supplier as presented to users of the electronic supply chain. In this way, disparate business methods of a plurality of supply chain partners appear as one while retaining their individuality as business enterprises (page 17, paragraph 0500).

Suppliers need to present their catalog items in different ways to different customers to meet marketplace requirements. Standards bodies are setting the standards by which product item data is structured, formatted, and defined. Different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0026-0027).

Effective catalog content management allows an organization to import and create rich electronic catalog content. This includes the ability to offer detailed product text and images to an organization and its users (page 3, paragraph 0047).

To Group by a particular field, dragging and dropping a column heading into a Drag a column, e.g., textbox, to group the items by a specific column (criteria). Changing the order of the display of the fields, by selecting a desired column, dragging it to a desired location and dropping it. A red handle bar displays after the user selects the desired column and begins to move it to the desired location (page 14, paragraph 0414-0417).

As to claim 10, Johnson teaches the claimed limitations:

“Evaluating the plurality of types of information registered as the unclassified information in the second storage unit according to an evaluation criterion based on a behavior history of each user” as using a filter function to view a subset of items, by selecting in the top of the screen a field to filter by, selecting an operand, entering

filtering criteria, selecting an operator to add additional filtering criteria as needed, and selecting Filter (page 14, paragraph 0415).

To view the audit history of the product; the user selects the Show Item History link to see the Item History Page. The audit history is a list that contains at least the following: the operations performed on a product, the date of an operation, the user who performed it, the type of modification, and a description of the modification (page 13, paragraph 0382-0383).

in the configure step, the supplier determines: who is to have what type of access and authorization rights throughout the process being defined; what user groups are created, who to assign to each group, and what permissions to grant to each group (page 5, paragraph 0128-0129). A Keyword Search Results lists product categories as well as products matching search criteria. The Item Matches table displayed in the bottom half of the page lists each product matching the search criteria, i.e., the at least one keyword entered by the user (page 15, paragraph 0432).

“Selecting information suitable for a specific user from the evaluated unclassified information and providing the information” as to search for a product using the available product categories and subcategories of the catalog, from the bottom half of the Category Selections page, the user selects the category desired. If applicable, its subcategories are displayed, and these can be selected as well (page 15, paragraph 0434).

As to claim 11, Johnson teaches the claimed limitations:

“An information registration device” as definition standards to be able to register the product data items in external data pools such as UCCnet (page 6, paragraph 0152).

“A first storage unit storing information classified for a plurality of categories” as the Classify step highlights the self-authoring options available to the supplier to place the incoming data items into the proper place in the classification tree (page 5, paragraph 0135; see also element 155 of figure 1).

“a second storage unit collectively storing unclassified information when a user performs a drag-and-drop operation of specifying arbitrary information and moving the information in a common registration area for registering a plurality of types of different information as the unclassified information; and wherein, without the common registration area, the plurality of types of different information would be registered in a different way by a tool corresponding to each type of information” as each supplier provides business rules for how that supplier transacts business with users, roles for administering the business as it appears and occurs to a user of the supply chain, templates for integrating business rules and roles especially for on-line interactions with the Supplier as presented to users of the electronic supply chain (page 17, paragraph 0500).

Suppliers need to present their catalog items in different ways to different customers to meet marketplace requirements. Standards bodies are setting the standards by which product item data is structured, formatted, and defined. Different aspects of catalog management require different types of approvals and suppliers need to be able to self-author user configurations, access rights and authorization (page 2, paragraph 0026-0027).

Effective catalog content management allows an organization to import and create rich electronic catalog content. This includes the ability to offer detailed product text and images to an organization and its users (page 3, paragraph 0047; see also element 160 of figure 1).

To Group by a particular field, dragging and dropping a column heading into a Drag a column, e.g., textbox, to group the items by a specific column (criteria). Changing the order of the display of the fields, by selecting a desired column, dragging it to a desired location and dropping it. A red handle bar displays after the user selects the desired column and begins to move it to the desired location (page 14, paragraph 0414-0417).

## **Conclusion**

6. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

### **Contact Information**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Hwa whose telephone number is 571-270-1285. The examiner can normally be reached on 8:00 – 5:00. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on 571-272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only, for more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the PAIR system contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

04/11/2008

/James Hwa/  
Examiner, Art Unit 2163

/C. T. T./  
Primary Examiner, Art Unit 2162

/don wong/  
Supervisory Patent Examiner, Art Unit 2163